

How Do Customers Benefit from Efficient **Complaint Management**?

Consolidated processes and easy-to-use applications **create satisfied customers.**

When you look at a garage door, Hörmann is one of the first things that comes to mind. The German company based in East Westphalia is the most famous manufacturer of gates, doors, frames, and operators. And with the hundreds of thousands of products they sell every year, a certain number of complaints can be expected. By offering **excellent service** in this area, Hörmann improved its complaint management – and gained many **satisfied customers.**



Short complaint cycles, satisfied employees, and **happy customers**

Thanks to the long-standing SAP Partner **Axians NEO Solutions & Technology GmbH**, Hörmann was able to leverage the benefits of **SAP® Service Cloud** and **SAP Sales Cloud** within just a few months.

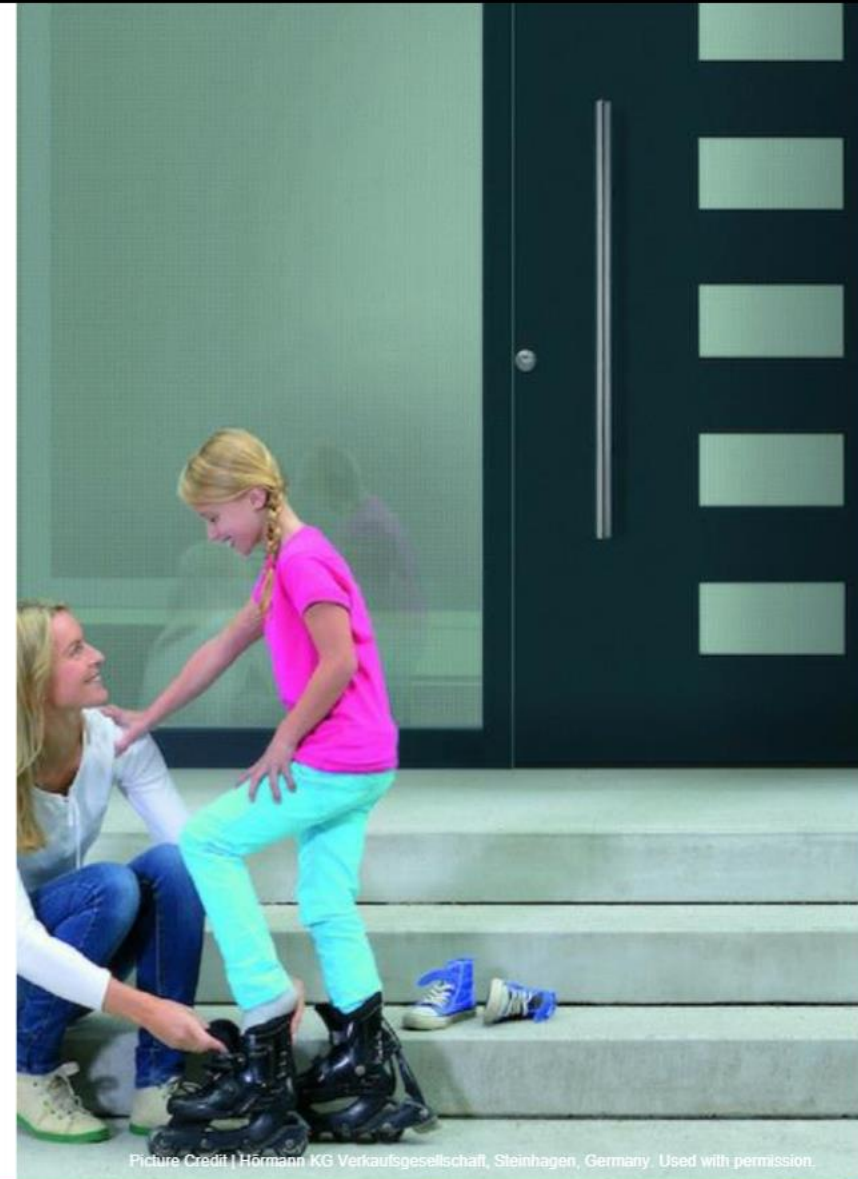
- **Maximum transparency:** Employees at every branch can provide information to customers. Sales staff and technicians are all on the same page and work with the same data. Customers are served better and faster.
- **Clear processes:** The volume of requests from customers and colleagues was drastically reduced.
- **Effective root cause analysis:** Facts and figures from SAP Service Cloud provide insights into causes of complaints.
- **Optimal sales process:** Axians expanded SAP Sales Cloud to include a trade fair app tailored to Hörmann's needs. Trade fair reports can be created more quickly.

“SAP Service Cloud and SAP Sales Cloud enabled us to make customer service, from initial contact at trade fairs all the way to complaint management, even more professional.”

Lennard Eichler, Customer Cloud Team Leader, Hörmann KG



SAP Customer Experience



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